CLAIMS

1. A system for creating a consumer's "true" consumption profile, comprising:

   - means for initially establishing a consumer's self-perceived consumption behaviour profile;

   - means for monitoring said consumer's behaviour to create an actual behaviour derived consumption profile;

   - means for comparing said consumer's self-perceived consumption behaviour profile with the consumer's actual behaviour derived consumption profile to identify consistencies and inconsistencies; and

   - means for creating a consumer's "true" consumption behaviour profile based on the consumer's self-perceived consumption behaviour profile, the consumer's actual behaviour derived consumption profile.

2. A system according to claim 1, wherein said system further comprises means for attributing an appropriate weighting to the consistencies and inconsistencies existing between the said consumer's self-perceived consumption behaviour profile with the tracked said consumer's actual behaviour derived consumption profile.

3. A system according to claim 2, wherein said means for comparing said initial consumer profile with the tracked behaviour of said consumer further includes means for logging consistencies and inconsistencies between said initial go-forward consumer profile and the tracked behaviour of said consumer in a reaction log.

4. A system according to claim 3, wherein said "true" consumption profile is created based on said reaction log.

5. A system according to claim 1, wherein the means for comparing are sporadically activated.

6. A system according to claim 1, wherein the means for comparing are activated at predetermined times.

7. A system according to claim 1, wherein the means for comparing are continuously activated.

8. A system according to claim 3, wherein said "true" consumption profile is continuously updated, and is used by said means for comparing after the establishment of the initial profile.

9. A system according to claim 1, wherein said means for establishing an initial consumer's self-perceived consumption profile includes a questionnaire to be answered by said consumer.

10. A system according to claim 1, wherein said means for tracking said consumer's actual consumption pattern behaviour include means for tracking inquiries and purchases.

11. A system according to claim 10, wherein said means for tracking said consumer's behaviour further include means for tracking simulations.

12. A system according to claim 1, wherein said "true" consumption profile is used to establish an accurate consumer servicing approach by a vendor-user of said system.

13. A system according to claim 9, wherein said questionnaire is an industry-specific questionnaire.

14. A system according to claim 1, wherein said initial consumer profile is created with pre-existing historical data.

15. A system according to claim 3, wherein said "true" consumption profile is modified or not depending on said consumer reaction.

16. A system according to claim 1, wherein said true consumer profile is used to suggest products or services to said consumer.

17. A system according to claim 2, wherein said appropriate weighting is an industry accepted weighting.

18. A method for building a "true" consumer profile comprising the steps of:
   (a) entering an initial consumer's self-perceived consumption profile;
   (b) tracking the actual consumption behaviour of a consumer;
   (c) comparing the initial consumer's self-perceived consumption profile with the actual tracked consumer's consumption behaviour; and
   (d) creating a "true" consumer's consumption profile based on the comparison between the initial self-perceived consumer's consumption profile and the actual tracked consumption behaviour of the consumer.

19. A method according to claim 18, wherein said step (c) further includes the step of logging consistencies and inconsistencies in a reaction log.

20. A method according to claim 18, wherein said step (a) includes the step of administering an industry-specific questionnaire to said consumer.

21. A method according to claim 18, wherein said step (a) includes the step of using pre-existing historical data.

22. A method according to claim 18, wherein said step (c) further includes the step of presenting said consistencies and inconsistencies to said consumer to obtain a reaction therefrom.

23. A method according to claim 22, wherein said "true" consumer profile is modified or not depending on the reaction from the user.

24. A method according to claim 18, wherein said step (c) further includes the step of attributing a weighting to the consistencies and inconsistencies existing between the initial self-perceived consumer's consumption profile and the actual tracked consumption behaviour of the consumer.

25. A system according to claim 1, wherein said initial consumer profile is created with the use of industry specific profiling tools.